



JACK DOYLE

MONROE COUNTY EXECUTIVE

For Immediate Release:
Tuesday, August 13, 2002

DOYLE LAUNCHES IMPROVED COUNTY WEB SITE

County Executive Notes New Site will Enable County to Improve Services, Expand E-Commerce

Monroe County Executive Jack Doyle today launched a new and improved County Web site, noting that the site's new capabilities will enable the County to provide the public with enhanced services in a cost-effective manner. The new site, www.monroecounty.gov, provides dynamic content and e-commerce opportunities, making it easier than ever to find information or do business with Monroe County.

"Monroe County government has never been more open or more accessible than it is today," said Doyle. "With monroecounty.gov we have expanded our communication capabilities and can bring services and information to the public 24 hours a day, seven days a week."

Monroe County's Web site offers new features that make many County services more user-friendly. Department descriptions and contact information are now available in Spanish. In addition, visitors can view real-time flight information and a web cam at the Greater Rochester International Airport (GRIA). Flight information is provided from a live-feed from the GRIA's arrival and departure screens, so travelers can log on from home and plan travel times appropriately.

Visitors to the County Web site can use the site to verify their voter registration and obtain information about upcoming elections and polling locations. Those doing business with the County will have enhanced access to information about county projects, including construction details and specifications, as well as vendor registration. The public can also interact with the County Historian to help document historical landmarks in Monroe County.

The web site offers enhanced e-commerce opportunities, including a Parks' Lodge/Shelter Reservation System. Reservations for County lodges and shelters are accepted via credit card through an advanced security e-commerce application. Reservations can also be placed on hold for 10 days if paid by check, cash or credit card within that time period. The lodges/shelters are fully searchable by park, date and amenities and visitors can access detailed, seasonal photographs of each facility to help them select the right location for their event.

--more--

Doyle Launches Improved County Web Site

Page 2 of 2

The new web site will also play a role in the County Executive's economic development strategy, enabling prospective employers to view economic development video presentations and obtain information on job creation incentives offered by the County. "When they visit the web site, employers will immediately know that Monroe County is an energetic and dynamic community that is ready and able to help them build a successful business," said Doyle.

The updated web site includes a number of new design features that make it easier for visitors to navigate and obtain information from County departments, including:

- Advanced search functionality that provides dynamic searches by department, services or keywords as well as fully searchable site text and documents;
- E-Notifier, a permission-based email service that sends registered users information of particular interest to them;
- Calendar and Events section, providing visitors with topical calendars by department;
- Frequently Asked Questions (FAQs) section, providing web users with topical information by department.

Doyle stated that the updated web site, "enables us to continue making improvements so we can fully develop opportunities for e-commerce and interactive communication." Doyle added, "With monroecounty.gov, we can provide the taxpayers of Monroe County with higher quality services in a more cost-effective manner."

###

For further information, call:

Communications & Special Events at 428-2380

Visit us on the web: www.monroecounty.gov